



All SeniorHomes.com

Executive Summary

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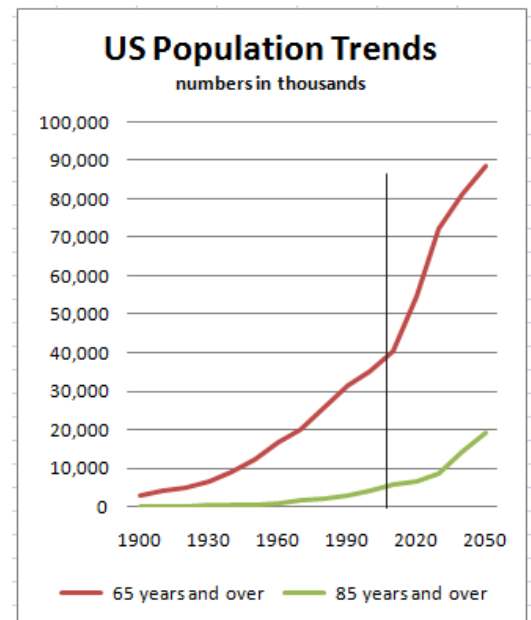
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Business Overview: AllSeniorHomes.com is an online media company serving the senior living industry. AllSeniorHomes.com is a resource for consumers to find senior care or senior housing with hundreds of expert-written articles and a comprehensive directory. For senior care providers, AllSeniorHomes.com offers a cost effective marketing channel for finding new residents.

Background: Chris Rodde and Jay Goldstein met while at All Star Directories, a highly successful lead generation company serving the education market. Our choice to create a senior care directory, and our belief in long-term success, comes largely through our experiences at All Star Directories, and the parallels we see in this opportunity. The lead generation market in education reached \$800M in revenue in 2008, and between 2005 and 2008 seven companies were acquired for prices ranging from \$60-\$140M. The average deal size was ~\$90M. In addition, Quinstreet, the largest Education lead generation company went public in February 2010 at a market cap of \$700M. We created AllSeniorHomes because we believe that senior care today is where education was 7 years ago—a market poised for growth.

The Challenge of Finding Senior Care: Seniors are the fastest growing population segment in the US today. The primary “caregivers” for this group are their children (who are typically 40-60 years old). Forty percent (40%) of these “adult children” currently support their parents - financially, or by providing housing or care. We have spoken to over 1000 caregivers since June on our “Care Advisor” line. Caregivers are faced with critical decisions for which many are not be prepared. 70% start by searching the web and there are 20M relevant searches conducted per month in the category. Yet, most caregivers don't find the information they need to help them through their search.



Providers are moving budgets to the web: There are over 70,000 senior care communities in the US today representing \$170B in annual revenue, and another \$50B is spent on home care. While the ownership of communities is highly fragmented, some consolidation is occurring and there are large operators who manage hundreds of communities. As their customers have moved online, these providers are just starting to switch their marketing budget online from un-measurable offline sources (e.g. Yellow Pages). We estimate the market for online media and lead generation in senior care to be \$100M today, and project it to grow to \$700M within 6-7 years. Senior care providers are looking for reliable, professional partners to help them reach prospects online.

All SeniorHomes.com

Our experience is highly relevant to be able to serve both caregivers and senior living providers. AllSeniorHomes will become the #1 senior care destination site with highly targeted content and the most relevant user experience.

AllSeniorHomes offers consumers:

- Objective, informative content
- Rich information on care & housing
- OMITTED (planned)
- Free Advisor Service

AllSeniorHomes offers Providers:

- High quality leads to help find new residents
- High quality brand representation
- Economical source of "move-ins"
- Measurable ROI on marketing spend
- Professional, trustworthy partner

Traction: Launched in May of 2009, we've made considerable progress:

- Website fully launched in Washington & Oregon. California underway.
- 5 of the top 10 senior care providers in the U.S. as customers
- OMITTED qualified leads delivered
- OMITTED unique content pages published
- Staff of 15 freelance writers including nationally known expert, Liz Taylor
- Strong traffic and lead growth (see charts)
- Strong revenue growth (quintupled since Sept)
- All of our larger customers have validated our lead quality and are asking for more
- \$840k in funding raised

If you take the revenue we generated in February in WA & OR and assume we are national, we are already at a OMITTED annual revenue run rate. This is without any optimization or traffic growth.

Find Assisted Living

Please select category

Assisted Living ▾

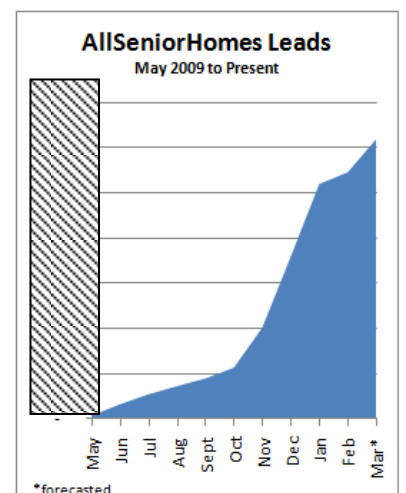
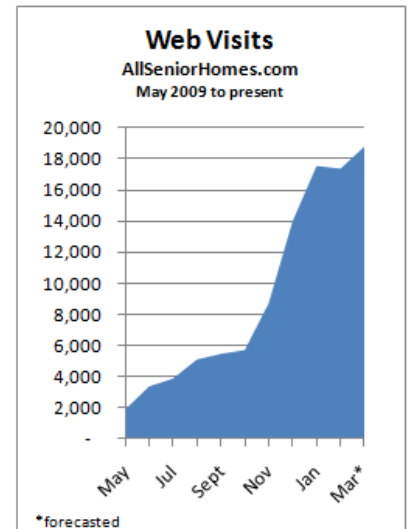
Please enter location

City, State OR Zip Code

search



Call an Advisor
1-800-991-9257



Business Model: AllSeniorHomes sells qualified leads to senior care and senior housing providers. Visitors to the AllSeniorHomes.com website either call our 800 number or fill out a form to be contacted by a senior care provider. AllSeniorHomes.com delivers the lead immediately to the provider and is paid for that lead (a pay-per-lead model). Our target pricing for 2010 is OMITTED per lead. Later as we build deeper engagement with our target audience, we plan to offer other media products such as sponsorship and display advertising.

Competition:

OMITTED



Marketing: AllSeniorHomes initial primary traffic source is from search, both paid (SEM) and free (search engine optimization or SEO).

OMITTED

Team: The name of the game in lead generation is execution. Our team has deep experience in online lead generation and search engine optimization.

- Chris Rodde, CEO, co-founder
 - All Star Directories, Director of Marketing, (2 yrs)
 - Microsoft (6 yrs): Program Management, Product Management roles
 - Wharton MBA
- Jay Goldstein, COO, co-founder
 - All Star Directories, VP of Marketing, (4 yrs)
 - Microsoft (10 yrs): Product Management & Marketing roles
 - Columbia MBA, honors
- Tom Blumer, CTO
 - All Star Directories, Director of Development, (5 yrs)
 - Developer at Vermeer Technologies (Acquired by Microsoft)
 - Co-founder of Software Associates (acquired by Phoenix Technologies)
 - 10 patents (web authoring tools and laser printer technology)

Financial Projections:

OMITTED

Income Statement

	2009	2010	2011	2012	2013
Revenue					
Cost of Goods Sold					
Gross Profit					
Gross Margin %					
Overhead Expense					
Net Profit					
Net Profit Margin %					

Cash Flow Statement

	2009	2010	2011	2012	2013
BOP Cash Position					
Cash Flow From Operations					
Cash Flow From Financing					
EOP Cash Position					

Key Assumptions & Metrics

	2009	2010	2011	2012	2013
Average Revenue Per Lead					
Average PPC rates					
Paid Search Traffic					
Free Traffic					
Other Paid Traffic Sources					
Total Traffic					
Conversion rate (SEM)					
Conversion rate (Free)					
Move in rate (referrals)					
Average Price per lead (pay per lead)					
Effective Price per lead (referrals)					
Employees (end of year)					
Leads					

Milestones: We have several key milestones over the next 3 years:

OMITTED

Capitalization:

OMITTED

Exit Possibilities:

OMITTED

Risk Factors: There are a number of risks that could limit the company's growth or future success.



- **OMITTED**
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- **Competition:** The Company faces competition from firms that have comparatively more financial and marketing resources and a longer operating history. The Company's current and future competitors may dominate in attracting a Consumer audience and therefore make it more difficult for AllSeniorHomes to attain the website traffic we forecast. Should this occur, it would have a material negative impact on the Company's financial performance and future prospects.
- **Loss of Key Personnel:** The Company depends on its key personnel, and the loss of any such key personnel would have a material and negative impact on the Company's financial performance and future prospects.
- **Illiquid Shares; Lack of Public Market:** None of the Company's securities have been registered under the Securities Act of 1933, as amended, or any state securities laws. Accordingly, the Series A Preferred shares may not be sold or otherwise transferred unless the Company is furnished with an opinion of counsel reasonably acceptable to the Company that an exemption from registration is available. Moreover, there is no public market for the Company's securities, and there is no assurance that such a market will exist in the future. Thus, a potential investor must be willing and able to invest in the company for an indefinite period of time and without anticipation of any public resale of the Company's securities.